



News from the Tobacco Prevention and Control Program

Smoking rates decline among Washington youth

Smoking rates among Washington teens have plummeted to their lowest level in the past several years and the number of kids across the state who smoke has dropped since the Department of Health expanded its tobacco prevention efforts in mid-2000, according to the recent Healthy Youth Survey.

The department, along with three other state agencies, surveyed 137,000 students in 752 Washington schools statewide in October 2002. The survey results of kids in 6th, 8th, 10th, and 12th grades show the Tobacco Prevention and Control Program is making significant progress in reducing youth smoking.

For more information, [read the media release](#) and [the fact sheet](#), or contact Julia Dilley at 360-236-3632 or julia.dilley@doh.wa.gov.

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Tobacco Program Progress Report now available

The executive summary of the 2002 Tobacco Prevention and Control Program Progress Report, which highlights the accomplishments of the program over the past several years, is now available online at www.doh.wa.gov/tobacco/program/reports.htm. A printed version of the report also is available.

For more information, or copies of the printed report, contact Bonita Hill at 360-236-3642 or bonita.hill@doh.wa.gov.

Tobacco Program partners celebrate *Success through Partnerships*

More than 250 people attended workshops and trainings, networked with colleagues, and heard from local, regional, and national experts at the Tobacco Prevention and Control Program's *Success through Partnerships* conference, March 4-6 at the DoubleTree Hotel in SeaTac.



Attendees learned of the dramatic results of the recently completed Healthy Youth Survey (see top article) and were inspired to achieve even greater results by keynote speeches from Department of Health Secretary Mary Selecky, Mississippi Attorney General Mike Moore, Washington Attorney General Christine Gregoire, and others.

Conference video now available

By popular demand, the Tobacco Program is making available copies of a 7-minute video created for the *Success through Partnership* conference. The video features a “video scrapbook” of Tobacco Program contractors, advocates, and other partners at work and at events over the past year. The video also includes comments by Secretary of Health Mary Selecky, Attorney General Christine Gregoire, and American Lung Association Executive Director Astrid Berg, all of whom played critical roles in making sure a comprehensive tobacco program was funded and implemented.

To order a copy of the video, contact Jayme Emmons at 360-236-3730 or jayme.emmons@doh.wa.gov.

Putting YOUR Healthy Youth Survey results to work

The Tobacco Program is offering a series of trainings during March and April about using local data from the Healthy Youth Survey in comprehensive program planning. The trainings will help contractors understand local Healthy Youth Survey reports, interpret data, and use the data to plan and evaluate programs. The remaining trainings are offered on the following dates:

March 27 – Wenatchee
March 28 – Pasco
April 1 – Fife
April 3 – Olympia
April 15 – Bremerton

The free trainings are from 9 a.m.-4 p.m., lunch will be provided, and CEU, CHES, and clock hours are available. Register at www.rmccorp.com/project/hys02.html or for more information call 1-877-380-5788.

Publicizing Healthy Youth Survey results

MWW/Savitt, a public relations and strategic counsel firm under contract to the Tobacco Prevention and Control Program, can help tobacco contractors announce their county-specific youth smoking data to the media and the public, and showcase local program achievements. The firm will help contractors write and distribute a news release, craft key messages, and draft a county-specific fact sheet.

For more information, contact Hally Jackson at 206-505-8350 or hjackson@mww.com.

Kick Butts Day events planned

Kick Butts Day, April 2, is an annual event that encourages activism and leadership among elementary, middle, and high school students. The initiative is sponsored by the Campaign for Tobacco Free Kids (www.kickbuttsday.org). Kick Butts Day rallies and events take place in every state and several nations, showing that kids are powerful voices in the fight against tobacco. Following is a partial list of Washington events.



- **Tobacco Free Thurston County's** youth coalition, SPLAT!, is hosting the second annual statewide youth rally on March 29 at 1 p.m. in Olympia. The rally is intended to kick off other Kick Butts Day events across the state. This year's rally theme is "Superheroes for a Smokefree World," and prizes will be awarded for best superhero costume at a free dance following the rally. For more information, contact Heather Siemers at 360-493-2230, ext. 20, or tobaccofree@thurstontogether.org.
- **Benton-Franklin counties** have planned many Kick Butts Day activities.
 - Kennewick and Pasco high school students will black out 300 lockers to represent the people who die from a tobacco-related illness each day. Kennewick students will also watch *Flipped*, an informative program about tobacco. Students at Kamiakin High School will place a large anti-tobacco sign outside their school. For more information, contact Corey Wakeley at 509-374-8742 or corey.wakeley@verizon.net.
 - Richland High School will also participate in a locker blackout. Chief Joe Middle School will cover one wall inside the school with anti-tobacco posters. Hanford High School will create a display of chemicals found in cigarettes for an interior display case. For more information, contact Melanie Norris at 509-374-8742 or m.mknorris@verizon.net.
- **Cowlitz and Clark counties** are conducting educational activities in schools, including informational displays, school announcements, and teaching younger children about tobacco. For more information:
 - Kelso High School, Kara Seaman, kseaman123@aol.com
 - Woodland and LaCenter high schools, Fred Pulphus, fred.pulphus@esd112.org
 - Mark Morris High School, Krista Pedersen, kpetersen@longview.k12.wa.gov
 - Columbia and Skyview high schools, Dinah Jo Brosius, 360-313-4234
- **Grant County** will provide anti-tobacco information at Frontier Middle School April 2-3. For more information, contact Cynthia Swan at 509-766-2657, ext. 1791, or cswan@moseslake-wa.com.

- **King County** has a variety of Kick Butts Day activities planned.
 - Youth can attend a Dance Against Drugs, April 5 in Burien. Call 206-988-3700 for more information.
 - Youth can attend a tobacco-free basketball game on April 4. Contact Jody Addicks at 206-205-8749 for more information.
 - Adults can attend a First Steps tobacco cessation training on April 2. For more information, contact Paul Zemann at 206-296-7613.
- On April 18, the **Nisqually Tribe** will host a track and field day, including a soccer game. Afterwards, volunteers will pick up cigarette butts around the youth center and playground, and copies of posters drawn for a contest will be handed out. For more information, contact Beverly LaMont at alaskanborn@hotmail.com.
- **Skagit County's** youth and adult coalition will meet April 2 at the Iron Skillet restaurant to recognize the owner for making her restaurant smoke-free. On April 3, Skagit's youth are considering many actions, including a cigarette butt cleanup or a meeting to convince owners of a local grocery store to put tobacco products behind the counter. For more information, contact Marjorie Bell at 360-856-7383 or MBELL@affiliatedhealth.org.
- Mt. Tahoma High School in **Pierce County** will have various anti-tobacco activities, such as a school assembly, anti-tobacco leaflets, and a poster contest.
- The University of Washington's media literacy curriculum will be used in the freshmen physical education/health class at Stevenson High School in **Skamania County** the week of March 31-April 4. For more information, contact Heather Hoffberger at 509-427-5631 or hoffbergerh@scsd.k12.wa.us. Stevenson High School's new tobacco prevention group will have an anti-tobacco information table at the annual Battle of the Bands Contest on April 4 from 8-11 p.m. For more information, contact James Lanz at 360-397-8416 or jlanz@swwhd.wa.gov.
- There will be a tobacco-free parks celebration in **Monroe** on April 2, the official kick-off to implementing the voluntary policy. For more information, contact Deanne Thompson at 425-339-8632 or dtompson@shd.snohomish.wa.gov. Meadowdale High School students in **Snohomish County** will "Commit to Quit" on April 2. Bags will be handed out to students with alternatives to smoking, such as stress balls and suckers. For more information, contact Sue Keacher at KeacherS@edmonds.wednet.edu or Michelle Khalil at KhalilS@edmonds.wednet.edu.
- **Spokane Teens Against Tobacco Use** will host a rally April 2 from 4-5:30 p.m. in support of tobacco-free Spokane parks. Local policy makers will be presented with a petition asking for tobacco-free parks at the rally. For more information, contact Travis Terry at 509-324-1504 or tterry@spokanecounty.org.
- A tobacco-free tetherball, hoops shoot, and chess competition will take place at Northport Grade School on April 2. The event will raise awareness about the dangers of smoking and secondhand smoke among **Stevens County** residents. For more information, contact Donna-Gay Preece at dgtaurus71@html.com.
- In **Yakima County**, kids will hand out anti-tobacco information and suckers at a local grocery store to promote quitting tobacco. For more information, contact Carolyn Schlax at schlax@quicktel.com.

Tobacco Prevention Resource Center launches Web site

The Tobacco Prevention Resource Center recently launched its new Web site at www.tobaccoprc.org. The site is designed to deliver information regarding the services of the resource center: training, technical assistance, speakers bureau, and information services. Users of the site will be able to access training outlines, announcements and schedules, potential speakers and presentation information, continuing education credit information, abstracts of important publications, and more.

Access to the password-protected site is limited to Tobacco Program contractors and community partners. To receive a log-in name and password, email webmgr@jba-cht.com and provide the following information: county, agency, name, position, address, phone, fax, and e-mail.

Washington BREATHE Web site

The Washington BREATHE Alliance has launched a new Web site at www.wabreathe.org to provide information regarding secondhand smoke regulations, legislation, and health issues. The Washington BREATHE Alliance was created in partnership with the American Cancer Society, American Heart Association, American Lung Association of Washington, and Washington Asian Pacific Islander Families Against Substance Abuse to change public policy to ensure clean indoor air.

O2 Magazine

The March issue of O2 Magazine is available at www.depts.washington.edu/o2editor/Issue3.html.

O2 is an electronic newsletter that provides local youth coalitions with their own place to share ideas, successes, and frustrations in the fight against Big Tobacco. Teenage reporters, photographers, news gatherers, graphic designers, cartoonists, and artists contribute to the magazine. O2 editors are seeking submissions for the April "tobacco counter ad" issue.



For more information, go to www.depts.washington.edu/o2editor/index.html.

Clark College approves campus smoking policy

Clark College, in Vancouver, recently approved a new smoking policy in an effort to make the campus a safer and healthier learning and working environment. The policy prohibits smoking or chewing tobacco in college buildings or in college-owned vehicles, smoking within 20 feet of building doorways, the sale of tobacco products on college property, and advertising tobacco at college events. Much of the policy's wording is based on the American College Health Association's statement against tobacco, which can be found at www.acha.org.

For more information, contact Mary Deal, Clark College Health Services Officer, at 360-992-2264 or mdeal@clark.edu.

ALAW awards mini-grants to Teens Against Tobacco Use groups

Mini-grants were awarded for 19 Teens Against Tobacco Use (T.A.T.U.) projects and events around the state. T.A.T.U. groups received up to \$500 for projects that ranged from starting new groups to funding special tobacco prevention events. The grants are funded by the American Legacy Foundation and will build upon the work carried out with mini-grants last year.

The T.A.T.U. program reached more than 30,000 Washington elementary youth with T.A.T.U. presentations during the past school year – an increase made possible because of the 1,612 teens who were trained in the T.A.T.U. curriculum. Adult facilitator trainings are still available.

For more information, contact the American Lung Association of Washington at 1-800-LUNG-USA or www.alaw.org.

Submissions for future newsletters

Submissions from Tobacco Program contractors and partners for inclusion in future newsletters are always welcome. Send information about projects, tobacco-related local news items, and other information to share with tobacco prevention colleagues to Wright Communications Inc. at wright2@olywa.net or 360-943-3642.

In the news

Justice Department proceeds with \$289 billion lawsuit against tobacco companies

[Read the full story](#)

Scientist identify genes related to emphysema risk

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Smoke harms asthmatic children

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Secondhand smoke increases cavity risk in children

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